

Kmart to open second Super Center on Monday

By Lesli Hicks
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Kmart Corp. will open its second Super Kmart Center in San Antonio on Monday in a "soft" opening.

Such openings are when retailers quietly open their doors to give employees time to use what they've practiced. The grand opening is May 29.

"The response from the San Antonio market has been fantastic," said Kmart spokeswoman Michele

Jasukaitis.

The new 171,620-square-foot store at 2015 S.W. Loop 410 will employ 600 people. It joins the first area Super Kmart, at 12300 San Pedro Ave, which opened in February.

A third such store is being readied at the northwest corner of O'Connor Road and Interstate 35.

With the latest opening, Kmart's will have 141 stores, employing 19,013 people, in Texas.

Its growing Super Center con-

cept offers pharmaceutical, floral, and dry-cleaning services, among others.

In January, the San Antonio Express-News reported that five of the chain's traditional stores in San Antonio would close permanently or be folded into new supercenters.

Jasukaitis confirmed that the store at 7142 San Pedro Ave. has

shut, but the others scheduled for closing remain open.

Kmart is smart to open these brighter, larger stores, and likely will be able to keep pace with the competition, for a while.

"These supercenters offer the convenience of time for shoppers," said Larry Gresham, a marketing expert at Texas A&M University.

America's Best Sales - American Way Magazine, January 1994

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